

**ORDER**

KSNV

**Orders**

Order / Rev: **105002**  
 Alt Order #: 06837952  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536  
 Flight Dates: 09/04/12 - 09/10/12  
 Original Date / Rev: 08/01/12 / 10/15/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: GMMB, Inc./ Washington D.C.  
 Buying Contact:  
 Billing Contact:  
 Washington Harbor  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Obama for America *-Pensed*  
 Demographic: A35+  
 Product Codes: PLC01-Democrat  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:05:00  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	97	\$40,200.00	\$34,170.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	97	\$40,200.00	\$34,170.00	0.00
Totals	97	\$40,200.00	\$34,170.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	30%	\$40,200.00
Market	100%	\$134,000.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$34,840.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$25,460.00
KTUD	1%	\$1,340.00
KVVU	20%	\$26,800.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$5,360.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/10/12	M-F 5-6a WakeUp w/WagM	5-6a		MT-T---	:30	3	\$185.00	2	0.00	NM	3	\$555.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MT-T---			3			\$185.00		0.00			



Order / Rev: 105002  
 Alt Order #: 06837952  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama for America  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KSNV	09/04/12	09/10/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$200.00	2	0.00	NM	5	\$1,000.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$200.00		0.00				
E 14	KSNV	09/04/12	09/10/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			4		\$175.00		0.00				
E 15	KSNV	09/04/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			4		\$100.00		0.00				
E 16	KSNV	09/04/12	09/10/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$200.00		0.00				
E 17	KSNV	09/04/12	09/10/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	4	\$85.00	4	0.00	NM	4	\$340.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			4		\$85.00		0.00				
E 18	KSNV	09/04/12	09/10/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	4	\$150.00	4	0.00	NM	4	\$600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			4		\$150.00		0.00				
E 19	KSNV	09/04/12	09/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$225.00	3	0.00	NM	5	\$1,125.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$225.00		0.00				
E 20	KSNV	09/04/12	09/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MT--TF--			4		\$300.00		0.00				
E 21	KSNV	09/04/12	09/10/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$375.00	3	0.00	NM	5	\$1,875.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MT--TF--			5		\$375.00		0.00				
E 22	KSNV	09/08/12	09/08/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$150.00	4	0.00	NM	1	\$150.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$150.00		0.00				
E 24	KSNV	09/04/12	09/10/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M----F--	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	M----F--			2		\$725.00		0.00				
E 28	KSNV	09/08/12	09/08/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$150.00	4	0.00	NM	1	\$150.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-			1		\$150.00		0.00				
E 30	KSNV	09/10/12	09/10/12		CM	8-10pm	M-----	:30	1	\$1,500.00	3	0.00	NM	1	\$1,500.00

Advertiser:	Obama for America
Product Desc:	OBAMA FOR AMERICA
Estimate:	1536

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon PR 8-10p											
				Monday Prime 8-10pm											
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$1,500.00		0.00			
E 31	KSNV	09/05/12	09/05/12	NFL Football	CM	1P-9PM	--W----	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
				NFL Football											
				NFL OPENING GAME DALLAS @ NY GIANT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$4,000.00		0.00			
E 32	KSNV	09/08/12	09/08/12	Sat PR 9-10p	CM	9-10pm	-----S-	:30	1	\$350.00	4	0.00	NM	1	\$350.00
				Saturday Prime 9-10pm											
CRIMETIME ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$350.00		0.00			
E 33	KSNV	09/09/12	09/09/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$600.00	4	0.00	NM	1	\$600.00
				NFL Pre-Game											
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$600.00		0.00			
E 34	KSNV	09/09/12	09/09/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
				NFL Football											
SUN NT FB: PIT @ DEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$4,000.00		0.00			
E 36	KSNV	09/04/12	09/10/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$400.00		0.00			
E 39	KSNV	09/04/12	09/10/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$250.00	2	0.00	NM	5	\$1,250.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$250.00		0.00			
E 40	KSNV	09/04/12	09/10/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	5	\$100.00	2	0.00	NM	5	\$500.00
				Late Night w/Fallon											
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--					5	\$100.00		0.00			
E 41	KSNV	09/08/12	09/08/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$400.00	4	0.00	NM	1	\$400.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$400.00		0.00			
N 42	KSNV	09/05/12	09/06/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN--WT---		:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
				Jeopardy in Prime											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	--WT---					2	\$725.00		0.00			
N 57	KSNV	09/08/12	09/08/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$500.00	4	0.00	NM	1	\$500.00
				Saturday Prime 10-11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$500.00		0.00			
N 58	KSNV	09/09/12	09/09/12	Dateline AN	CM	12-3am	-----S	:30	1	\$45.00	3	0.00	NM	1	\$45.00
				Dateline NBC AN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$45.00		0.00			
N 60	KSNV	09/05/12	09/06/12	Wake Up Early w/ Wagner	CM	430a-5a	--WT---	:30	3	\$50.00	3	0.00	NM	3	\$150.00
				Wake Up Early Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 105002  
Alt Order #: 06837952  
Flight Dates: 09/04/12 - 09/10/12

Advertiser: Obama for America  
Product Desc: OBAMA FOR AMERICA  
Estimate: 1536  
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 60	KSNV	09/05/12	09/06/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	--WT---	:30	3	\$50.003		0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	--WT---		3			\$50.00			0.00			
N 61	KSNV	09/05/12	09/05/12	NFL Football NFL Football	CM	1P-9PM	--W----	:30	1	\$6,000.003		0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1			\$6,000.00			0.00			
N 62	KSNV	09/09/12	09/09/12	LAW & ORDER (synd) PM Law & Order (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$350.004		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1			\$350.00			0.00			
Totals														97	\$40,200.00